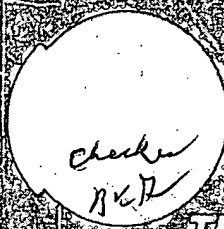


April 1989  
\$2.50



# Pizza Today

The Most Professional Guide To Pizza Profits



*Special Delivery*  
**ISSUE**

- THERMAL BAGS & BOXES
- DELIVERY BY PLANE
- AUTO SIGNS
- RESELLING PIZZAS

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SEND FORM 3579 TO PIZZA TODAY, P.O. BOX 114, SANTA CLAU, IN 47579

## more Pizza Promos

carefully on the walls and then ceilings of two of its three restaurants. (The third location participated in the "coupon capture" but didn't participate in this "decorating" because it just wouldn't have gone with the decor.)

Continuing to spread the coupons around the restaurants was derailed by a couple of special promotions the restaurant did to promote its coupon capturing program. "In September we did one where if they brought in 25 coupons they could get a free large pizza," he says. "We only put this notice up on our reader board at two of our locations for one week and it just spread by word of mouth. We were giving out \$600 to \$800 worth of pizzas a week out of one store alone."

Then, in October, a contest was held to see who could bring in the most coupons. The grand prize was a pizza party for 50. Other prizes included several Reno vacation weekends and some smaller pizza parties.

Altogether, 3500 coupons were collected. Eight hundred and twenty-five of them came from the winner. The second place finisher had approximately 800.

"I now have 60 to 70 pounds of coupons I'm storing in garbage bags in my office," laughs Olivier. "We were thinking of stamping every one from Pizza Hut 'captured' and sending them to their headquarters with a thank you note, but we haven't done anything so crass yet."

Flying Pie's capture program has brought in additional customers and substantially improved sales. Each of its three stores is averaging about 10 coupons a day. Says Olivier, "For every customer who comes in with a coupon we get one or two additional customers coming in without coupons."

Put into financial terms, the restaurants (all three combined) are now experiencing gross revenue in the \$90,000 a month range, up from about \$70,000 a month during 1987.

Nothing else has changed at the company that could account for this increase. In fact, Olivier has gradually let his advertising budget go from \$1500 to \$2000 a month to zero today. ➤

# The Preferred Car Top Sign!

INCREASED VISIBILITY  
DAY OR NIGHT

CAR SIGNS  
INCREASE  
SALES

HTH Inc. Winter Park, FL

STACKABLE

STACKS  
FOR  
STORAGE

AERODYNAMIC  
PATENTED DESIGN

CAR SIGNS  
INCREASE  
SALES

HTH Inc. Winter Park, FL

TWO YEAR REPLACEMENT  
GUARANTEE

**BY DRIVERS:** "This lightweight sign is the only sign I will use. It does not damage my car. It speeds my delivery time because the customer sees me coming and it increases my tips!"

**BY MANAGERS:** "HTH's sign works on all cars. I stack the signs 12 high for efficient storage in our 850 sq. ft. restaurant. These signs have increased our sales and my bonus. I love these signs!"

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**BY CUSTOMERS:** "I like the security of knowing who is at my door. Our NEIGHBORHOOD WATCH appreciates knowing who is driving in our area. I believe drivers using your sign drive more cautiously and responsibly. Everytime I see the sign I want to order a pizza!"

## REFRIGERATOR/FILING CABINET MAGNETS

- CUSTOMERS COLLECT THEM
- COST LESS THAN A BUSINESS CARD
- GREAT FOR OFFICE FILING CABINETS
- PROVIDES AT LEAST 25 VIEWINGS A DAY
- PUTS YOUR NAME AND PHONE NUMBER ON THE CUSTOMERS REFRIGERATOR
- HOLDS YOUR MENU TO THEIR FILING CABINET

for our "FREE" DESIGN KIT and BROCHURE  
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**HTH Inc.**

917 N. Pennsylvania Ave.  
Winter Park, Florida  
32789

Patent Nos. 4667428, D290620, Other Pending



**SPECIAL OFFER!**  
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ON YOUR CUSTOMER'S REFRIGERATOR

**1000 MAGNETS**  
**ONLY \$10300**  
(one color)

Reader Service No. 109

# Say It with Signs

Signage is important to any business. Signage is doubly important if one is delivering pizza.

Car signs are effective advertising and promotion for your shop and your products. Most signs are two-sided or three-sided and come in a variety of styles. Of course, you'll want your sign "custom-made"—possibly with your logo and colors. Keep in mind, though, that the more elaborate the logo and the more colors you use, the more expensive the sign.

In addition, although you would like

to stick with your restaurant's colors, you need to select color combinations that will be noticed and remembered. If possible, keep your color choices to one primary color (red, yellow, or blue) and one to two secondary colors.

A no no: do not combine yellow and white. The two colors together do not work—nothing shows up—even with a backlight.

As with all your equipment and tools, maintenance is essential. Dirty signs, chipped edges, etc., do not convey that look of professionalism I'm

sure your pizza operation wants to show.

Most signage items are built well; however, they are not indestructible. Handle your signage with care. They also should be washed regularly with soap and water. Check your signage often for signs of damage and normal wear and tear. Take care of the worn-out or damaged parts immediately. Also remember to allow adequate funds in your budget to replace your signs on a regular basis. ▶

**A.I.A., Inc.**  
502 W. Church St.  
P.O. Box 756  
Dallas, NC 28034  
(704) 922-0356



A.I.A. offers two styles of cartop signs—two- and three-sided. The signs are made with standard-size plastic panel board. They are mounted with suction cups, turnbuckle, and gutter hooks. Signs can be attached to cars without gutters and are available either illuminated or non-illuminated. Prices range from \$32 to \$114 depending upon sizes and material used.

tional lighting system plugs into the vehicle lighter and illuminates the entire sock at night.  
Price: \$69.95 plus set-up.

**GDM Enterprises, Inc.**  
1201 Timpe Rd.  
Fremont, OH 43420  
(419) 332-7239  
(800) Tri-Lite

**Autosox, USA**  
2400 W. Commodore  
Seattle, WA 98199  
(206) 282-5923



The Autosox window model rolls up in any vehicle window without the use of car-top straps and gutter hooks. Its unique design incorporates a windsock that moves in the direction of the wind when the vehicle is at a stop. A horizontal stabilizer runs through the top of the windsock keeping the sock and advertiser's message full at all times. The base mount and mast are made of rust-proofed galvanized steel, which is electro-static painted. The windsock fabric is durable and washable. An op-



GDM offers AUTO TRI-LITE signs, equipped with genuine General Electric LEXAN® panels. They are so

*(Continued on page 48)*





The Totem auto sign from Hank C. Rivera & Associates has an anodized aluminum frame, illumination on all three sides, and battery or cigarette plug hook up. It is available in a wide variety of colors and can be mounted or removed from vehicle easily.

The Econo Totem auto sign also features illumination on all three sides and can be hooked up to battery or cigarette plug. It is available with one color printing and no art charge.

**Totem Price: \$178**

**Econo Totem Price: \$105**

**HTH, Inc.**  
917 N. Pennsylvania Ave.  
Winter Park, FL 32789  
(407) 629-0012  
(800) 321-1850



The durable, one-piece G.E. Lexan car-top sign from HTH has built-in, non-glare lighting and enough height for excellent visibility in traffic. Weighing less than four pounds, the stackable sign is aerodynamically designed for low-wind resistance. It has no exposed metal to scratch the cartop and is easy to install and maintain.

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We don't compromise. For over seventy-five years, we've been producing the finest quality bakery flour products possible. And we intend to keep right on producing products our customers can rely on year in and year out. No surprises. Just consistent quality.



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Reader Service No. 37

### Hatteras Hot-Bag

\$19.95 each

\$32.70 each  
with Frame



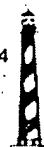
Quantity discounts available

Reader Service No. 97

Satisfaction guaranteed or your money back. Model VY-101 holds one 18" or two 16" pies. Call for more information and a brochure

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to order - call toll free

1-800-334-1078  
In NC 919-758-0641



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COST NO MORE WHEN ...

- CUSTOM DESIGNED & PRINTED
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- DELIVERED TO DOOR

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Cincinnati, Ohio

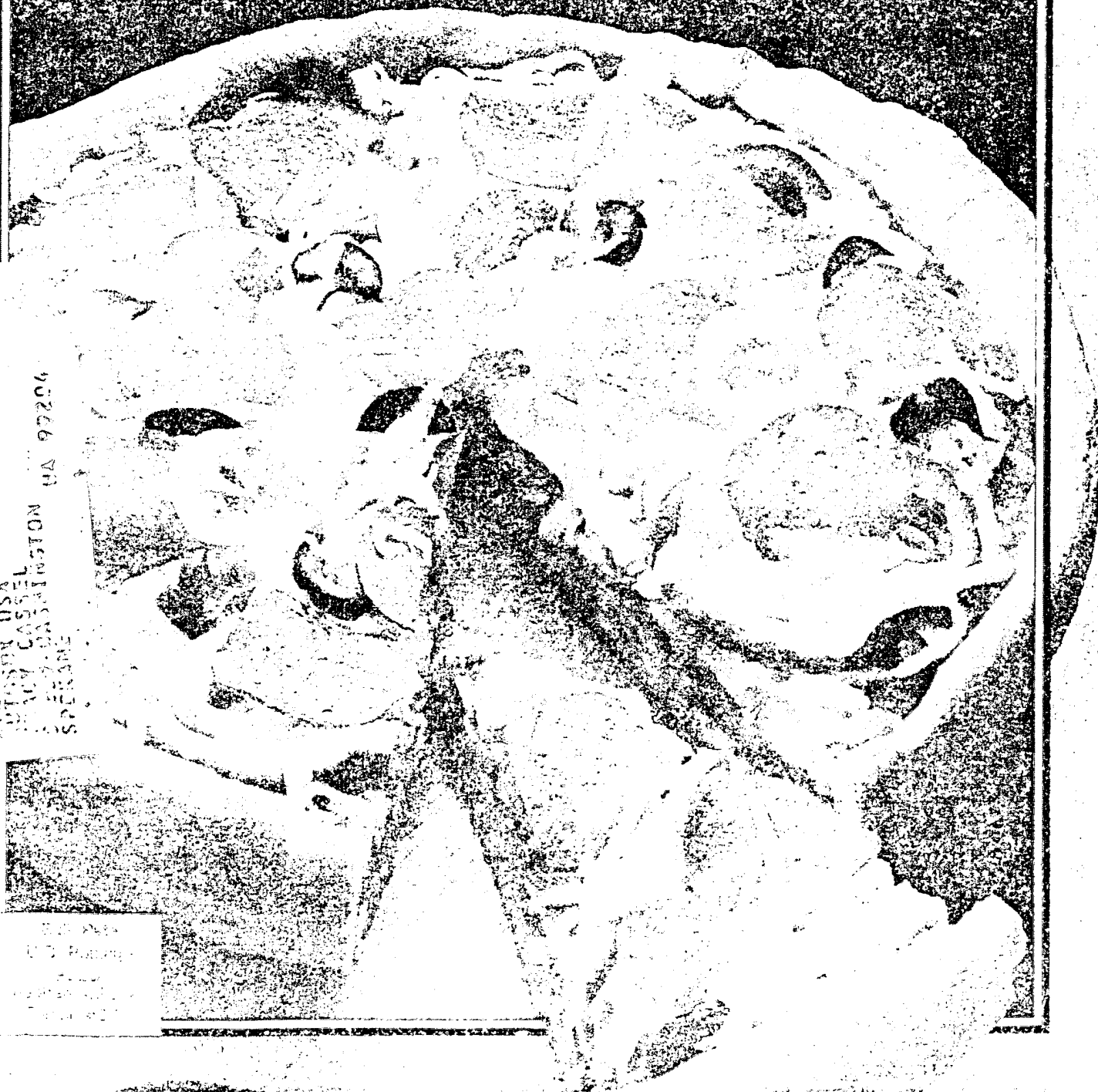
Since 1922

Reader Service No. 153

The Monthly Professional Guide To Pizza Profits

# ROLLIN' IN THE DOUGH

(OUR FIRST ANNUAL DOUGH ISSUE)



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ANN ARBOR MI 48106  
SPERANE

U.S. MAIL  
FIRST CLASS

ing the other booth displays in the area. As people came up to buy their pizza slices, they received a free Noid collectible, further solidifying the Noid-Domino's identity with its customers.

That festival weekend helped Domino's sales significantly. "In a typical week in 1987, I was doing about \$8800 to \$9000. The week of the festival our sales went up to \$15,000. About \$3200 of this increase was due primarily to the festival itself."

For four weeks after that, sales stabilized in the \$10,000-a-week range. Some of this increase from pre-festival levels was natural growth as the business moved into the busy fall season. But, the festival did have some impact on this growth.

"Overall, this store has been growing at about 30 percent a year," claims Wadlington. "Half of that I'd attribute to the inflatable Noid promotion at the festival."

Accordingly, Wadlington wanted to participate with the Noid at the 1988 festival. But, this time, instead of placing the Noid on top of the Domino's food booth, he set it up on the ground so the kids could get closer to it.

The Noid did not take first prize among the floats in 1988, just third. But once again, Wadlington had a strong sales increase during festival week—from \$10,000 to \$15,000—and a permanent increase in business similar to 1987 figures. It is that long-term increase that makes participating in this type of promotion worthwhile, explains Wadlington.

He intends to bring the inflatable Noid to the October festival again in 1989. But this year, he's planning on adding another feature: a group of miniature horses owned by the Domino's head office.

Wadlington, as a Domino's franchisee, is obviously highly satisfied with the inflatable Noid concept. He does see its applicability to other kinds of pizza operations as a promotional tactic with one main reservation. "I'm not sure that it would work all that well if you've got an inflatable that's just generic to the pizza industry. I think that it'll be most effective if it has something to do with your mascot (if you have one), your products or services, or your logo." ▶

**The Preferred Car Top Sign!**

**INCREASED VISIBILITY DAY OR NIGHT**

**CAR SIGNS INCREASE SALES**  
HTH Inc. Winter Park, FL

**STACKABLE**

**AERODYNAMIC PATENTED DESIGN**

**CAR SIGNS INCREASE SALES**  
HTH Inc. Winter Park, FL

**TWO YEAR REPLACEMENT GUARANTEE**

**BY DRIVERS:** "This lightweight sign is the only sign I will use. It does not damage my car. It speeds my delivery time because the customer sees me coming and it increases my tips!"

**BY MANAGERS:** "HTH's sign works on all cars. I stack the signs 12 high for efficient storage in our 850 sq. ft. restaurant. These signs have increased our sales and my bonus. I love these signs!"

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for our "FREE" DESIGN KIT and BROCHURE  
**CALL 1-800-321-1850**

**HTH Inc.**

917 N. Pennsylvania Ave  
Winter Park, Florida 32789

Patent Nos. 4667428, D290620, Other Pending

**SPECIAL OFFER!**  
PUT YOUR NAME AND PHONE NUMBER ON YOUR CUSTOMER'S REFRIGERATOR  
**2500 MAGNETS ONLY \$206**  
(one color)

Reader Service No. 109

The programs we looked at averaged about eight weeks from new-hire to store management. But none could compare with Domino's strict requirement that potential franchisees successfully manage a unit for one full year before becoming eligible for their own franchise.

### Technology

All of the trainers we talked with are either heavily involved with video training at the unit level or headed in that direction. When you consider a work force that is sometimes marginally literate and always turning over, video is one way to communicate accurately and consistently. Manuals are nice but in an age when not everyone is interested... or able to read, the major players in the industry have discovered that video is a good (although incomplete) answer.

Size and budget also have definite advantages. Domino's is about to roll out a driver's education program developed especially for delivery drivers. Pizza Hut is looking ahead, toward computer-based training for the ability to take advanced one-on-one instruction directly to the field—saving millions of hours and dollars currently spent in travel to and from individual operations and Headquarters' office.

Chain operations do have some advantage when it comes to training. But they have their problems, too. Smaller operators can still provide quality training. We'll talk about how they provide these quality programs in future issues.

For now, stand slightly in awe of "the big boys," if you wish. But don't worry! When asked where he was headed in the long term, Domino's Wally Power says he wants to develop a world class training organization—one that could serve as a model for the entire service industry. (I think he'll do it and I believe he will share.)

In the year 2000, it will take more than training to succeed. Survivors will be sharp recruiters who also are skilled at developing programs that foster retention. My guess is that the big boys will show us how.

While you're waiting, it wouldn't be a bad idea to train... like the pros. ➤



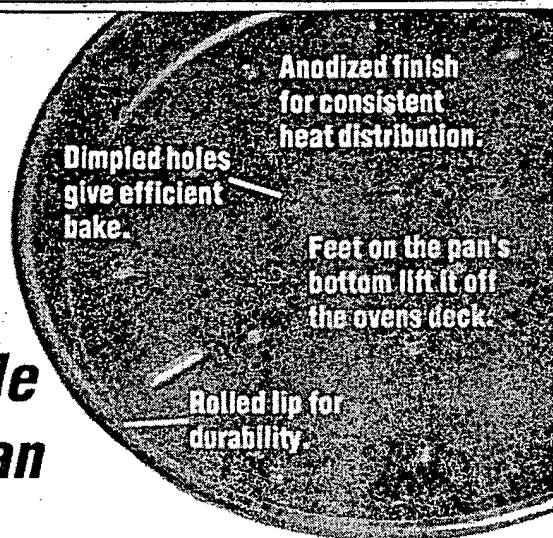
Scott Gross lives in San Antonio, Texas. He is a nationally known keynote speaker and seminar leader. He also produces video and training programs.

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NON STOP,  
FLIP FLOP,  
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Closeout Sale  
on All 12" Pan  
Pizza Pans!**

**We're Ready To Deal!  
Call Now!**

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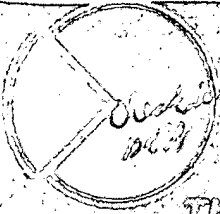


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RESOURCE  
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JOIN US IN NEW ORLEANS FOR PIZZA AND ALL THAT JAZZ!

September 1991 \$4.00

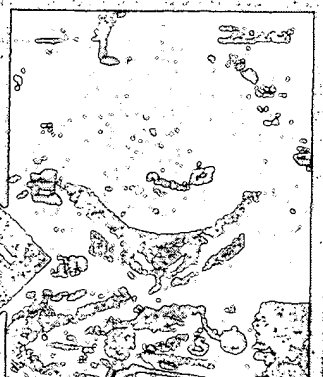
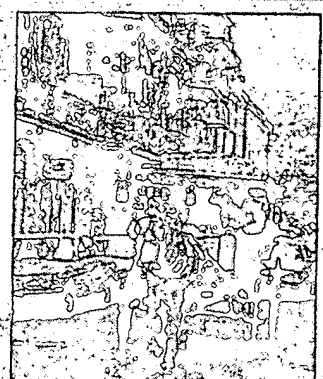


# Pizza Today

The Monthly Professional Guide To Pizza Profits



Photo courtesy of GNOTCC.



## Pizza Expo 1991

3-DIGIT 992  
P 5097470062

99204

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NEW ORLEANS  
JANUARY 15-18,  
1991



vertising expense for the pizzeria. Some persons are "turned on" by different toppings. Others cannot turn down a two-for-one pizza offer. The secret is not to confuse people with a mixture of packages that appear to be similar in nature.

**PT:** Does the average recipient of pizzeria flyers view them as junk mail?

**Cannon:** They are unwanted pieces for those that don't want them and valuable sources of information for those that do. There is a higher acceptance rate for this kind of promotion, however, because almost everyone is looking for a good pizza deal.

**PT:** Does a pizzeria owner gain from including his or her menu on flyers?

**Cannon:** It's a good idea to do so if you are looking for new customers who aren't familiar with your establishment.

*"A pizzeria owner can expect to pull in with his or her advertising flyers only the kind of people who will be impressed by the promotional strategy used."*

—Hugh M. Cannon

**PT:** Should the copy (words) on a flyer be kept brief?


**Cannon:** Don't put anything on an advertising piece that the public doesn't need to know. Pictures and art stimulate customers more than long verbal descriptions.

Certain information should be included at the risk of annoying people if it isn't. This includes your telephone number, address, hours open, prices, etc. All other space on the flyers should be devoted to arousal.

**PT:** How crucial is it to maintain a uniform promotional approach?

**Cannon:** It is important to establish a recognizable identity that customers will grow to appreciate. It's tempting for independents to want to advertise in ways that seem to make sense at the


(Continued on page 61)



## Pizza Crust on the Cutting Edge.

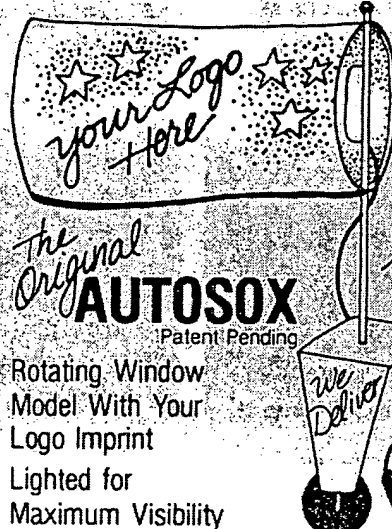
At Mountain Harvest we've combined technology and 100% natural ingredients to provide you with the best tasting pizza crust since homemade. Using a revolutionary new process, we've taken all the work out of preparing a consistent, fresh-baked pizza crust that'll keep your customers coming back for more. If you're looking for state-of-the-art pizza crust, contact us at...

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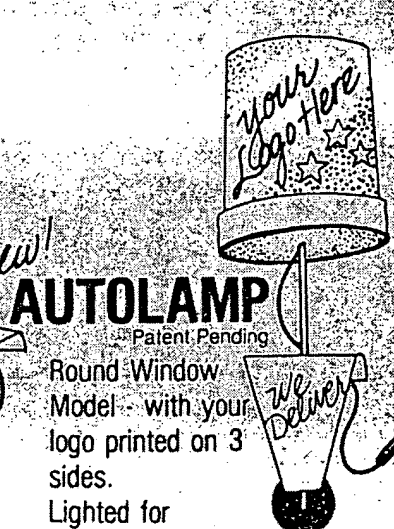
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### The Only Choice — Accept No Substitutes!



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- Keeps your pizzas steaming hot for delivery
- Lightweight, but durable



Jumbo Bag holds 2-18" Boxes or 1-20" Box  
\$16.50 each

Texas King Bag will hold your largest Party Pizza, 31 x 31 x 4  
Only \$29.00 each

Reader Service No. 93

**CALL 800-288-8062**  
**Fairway Diversified Products, Inc.**

rant, close to the University of Nevada at Las Vegas. Since Carlisle's music appeals to many in that age/education group, the fit was a good one.

Your restaurant's ambiance is another important factor to consider when judging the appropriateness of a particular personality. The location must be comfortable for the artist, and should be somewhat consistent with the individual's image. For instance, you might not want to bring punk rocker Billy Idol into a Yuppie-frequented, trendy fern bar—unless you're crazy about his sneer.

Still another factor to consider is the relative popularity of the artist you bring to your restaurant. You're probably not going to get a superstar like Madonna or Michael Jackson, but if you did, your restaurant would have to be stadium-sized to handle the crowd. On the other hand, you probably don't

want an artist whose reputation is undeveloped. For an event of this kind, your star must be popular enough that a private dinner with her or him would be considered a special honor. Carlisle, for example, is a former member of the popular musical group, the Go-Go's, an artist who has also done well in a solo career.

Metro wants to do more of this type promotion with the radio station. But to retain the impact, Arena says, he'll limit the frequency with which he holds similar events. KLUC's more standard radio promos, he says, provide plenty of exposure for Metro, at very little cost.


For instance, Metro's involvement in KLUC's "Weekend Party Patrol" is attracting a lot of attention in the city. Saturday night partiers are encouraged to report their location to KLUC; the station then sends a van out to

three or four of the parties, offering the guests free records and free Metro Pizza, as well as a personal pizza spinning lesson by Pizzaaahlympics spinning champ (and Metro employee) Dolphis Boucher. Spontaneous promotions like these can be had for a song. All Metro Pizza provides is the pizza and Boucher.


Metro is fortunate to have a pizza personality right on the premises. If you lack an in-house spinner, you can still use the star-quality of popular culture figures to jazz up your reputation around town. All it takes is an airwave connection, a little planning, and the stamina to handle a crowd of happy, hungry fans. ♦

*Richard L. Cohen, a self-acclaimed pizzaholic living in Marin County, California, is a regular contributor to Pizza Today.*

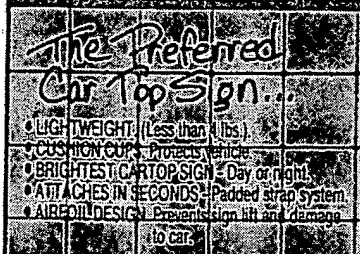
# THE PREFERRED CAR SIGN SYSTEM!



**HTH  
STACKABLE  
"TOPPER"**

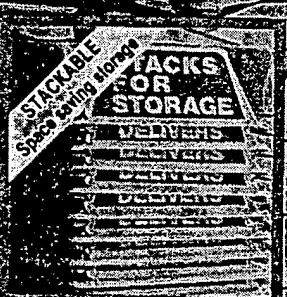


**HTH  
WINDOW  
WING**




**The Preferred  
Car Top Sign**

- LIGHTWEIGHT (Less than 10 lbs.)
- CUSHION TOP - Protects vehicle
- BRIGHTEST CAR TOP SIGN - Day or night
- ATTACHES IN SECONDS - Padded strap system
- AERODYNAMIC - Prevents sign lift and damage to car




**STACKABLE  
SIGNS FOR STORAGE**

VENTILATORS  
FANLIGHTS  
DELIVERIES  
PARKING



**HTH  
WINDOW  
WING**



**The Preferred  
Window Mounted Sign**

- OPENED WING - Always readable
- UNIFIL TVSIS - Front side visible
- CHANGEABLE MESSAGE AREA
- BRIGHTEST CAR SIGN - Day or night
- ATTACHES TO WINDOW IN SECONDS

Patent Nos. 2,000,820 / 4,667,428 / 4,399,975  
Others pending

**TWO YEAR REPLACEMENT  
GUARANTEE**  
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PUT YOUR NAME AND PHONE # ON  
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**2500 MAGNETS ONLY \$206**  
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Reader Service No. 109

The Monthly Professional Guide To Pizza Profits

# STARR QUALITY: WINNING THE PIZZA GAME

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MEET THE SPEAKER  
PART STAFF

Pizza  
Expo  
1981



all pepperoni," he says. "The eyes are black olives—whenever you use olives, they must be chopped real fine. The nose is a circle filled with mozzarella and outlined with black olives. The moustache is all black olives."

On Mickey Mouse, he says, the tongue is made of pepperoni. Dick Tracy's hat is made of mozzarella and black olives.

Artistry and ability must be combined with another ingredient: patience.

"Instead of the 30 to 40 seconds it takes to make a regular pie, a character pizza takes 45 minutes to an hour," Mania says. "First, I draw the figure on the inside of a pizza box. Then I cut out the figure, stretch the dough, put the cardboard on top of the dough and trace the figure on the dough."

"I do it on a screen," he explains. "If you do it on a paddle, it'll lose shape. Mario Brothers has a pretty rounded face. But Bart Simpson is short and thin-faced, so you have room left over on each side. That's why you put the character on a screen instead of a paddle—so it won't shrink back."

The character pizzas are made on



Mickey's pepperoni tongue and black olive eyes make him almost look like the real mouse.

regular pizza skins. "Our signature pizza is a deep dish," says Mania, "but

when I tried characters on a deep dish, they came out too thick. So most of the time I use our 16-inch large pie, although in mid-September I started doing them on our extra-large 28-inch party-size pie. They've turned out well."

Mania said he gets at least three requests a week for character pizzas. "Sometimes it's six or seven. Most of the character pizzas are for kids parties. We advertise in a couple news-papers, one that circulates to the George Washington Bridge. One lady called from 45 minutes away to ask about what we do."

How does Mania find time to make pizzas that take 60 to 90 times as long as regular pizzas?

"I require people to give me at least one day's notice," he says. "Say you want to pick up a Mickey Mouse pizza at 1:00 p.m. Saturday. We open at 11:00 a.m. I'll come in early, do all my other work, and set aside time to make the character pizza. I'll start on Mickey at 11:30 a.m. and have it done by 12:30 p.m."

(Continued on page 44)

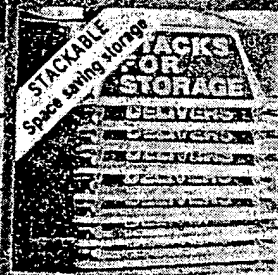
# THE PREFERRED CAR SIGN SYSTEM!



## The Preferred Car Top Sign...

- LIGHTWEIGHT (Less than 8 lbs.)
- CUSHION COPS: Protects vehicle
- BRIGHTEST CARTOP SIGN - Day or night
- ATTACHES IN SECONDS - Padded strap system
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- ATTACHES TO WINDOW IN SECONDS

Patent Nos. 2806620, 4567428, 4839975. Others pending.

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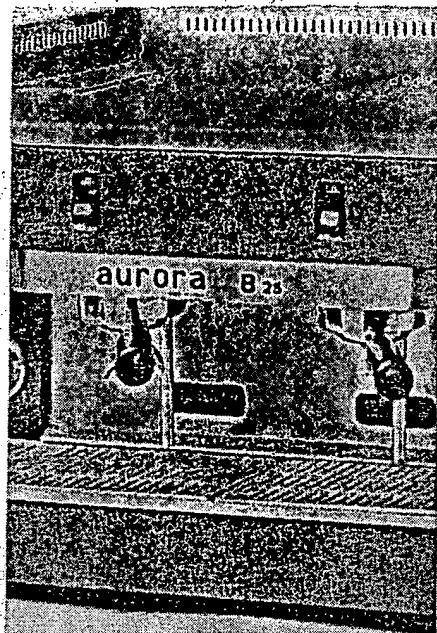
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From Europa Company, the machines come in automatic, semi-automatic and manual models. Lock-in filters will not come out when used coffee grounds are knocked out.

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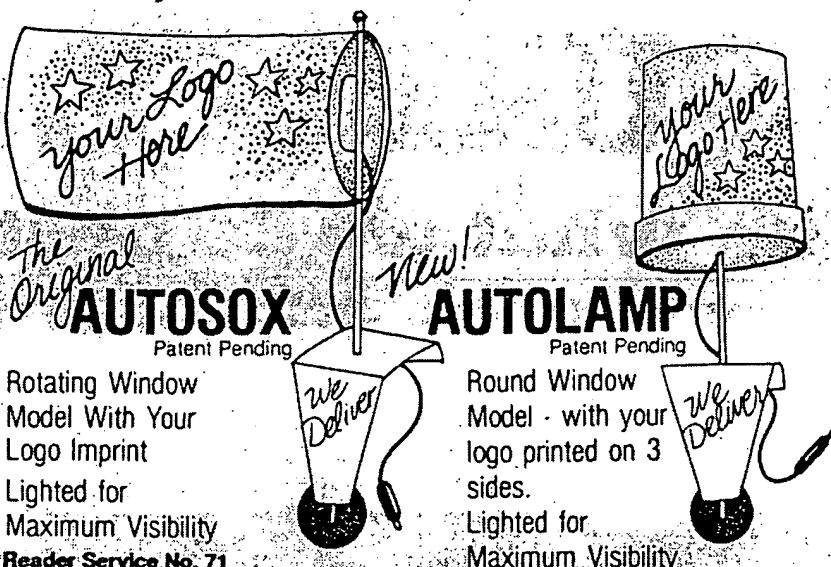


**Iced Tea/Lemonade Dispenser —**  
From Tablecraft Products, the polyethylene product is available in three or five-gallon sizes. Three-gallon models cost \$35-\$40, five-gallon models \$55-\$60. A milky white body dispenser is available, while bases and covers are available in black, brown and yellow.

Reader Service No. 409

(Continued on page 72)

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## Mr. Montoni Goes To Pizza Expo '91



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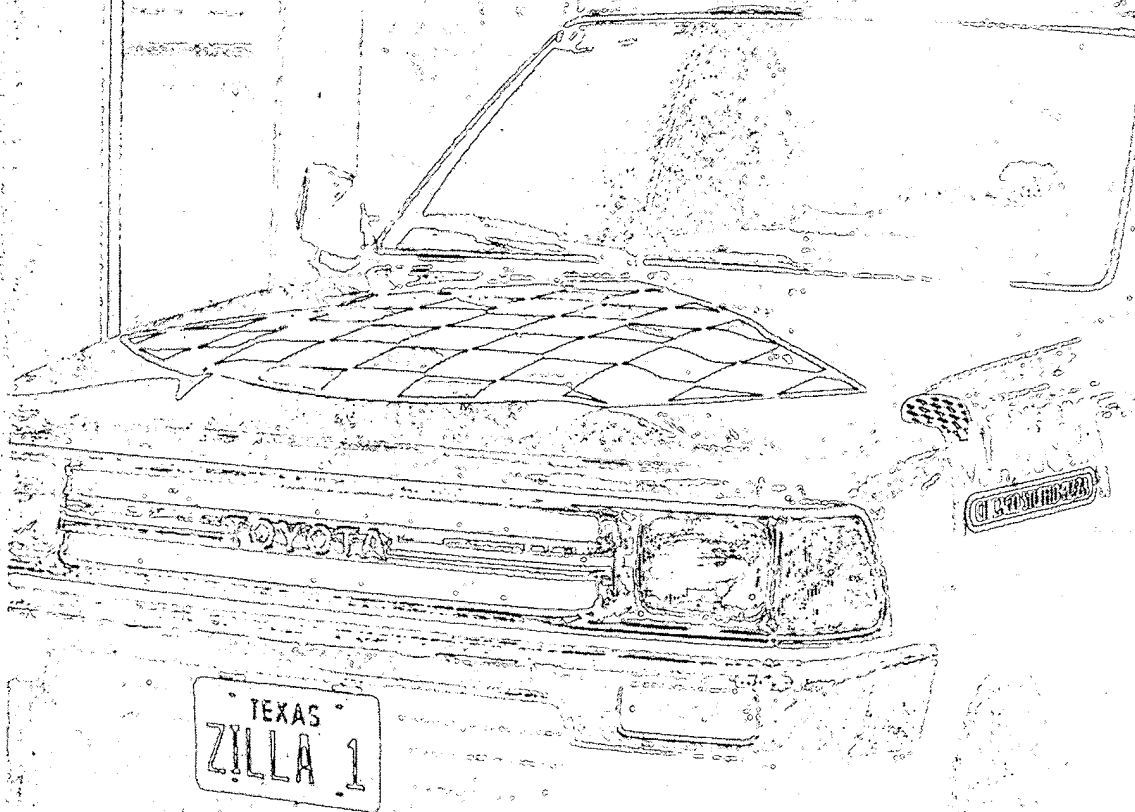
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The Monthly Professional Guide To Pizza Profits

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## New To The Fold

My partner and I recently purchased undeveloped land in Selbyville, Delaware, and are thinking about building a first-class pizza carry-out business. We have absolutely no knowledge of this business and need help in all phases, including layout, operation and equipment. I found a copy of your magazine in a doctor's office and enjoyed reading it, but found no information regarding a consultant who could be hired to help us in all areas of developing a successful operation. If you know of such a company, we would appreciate hearing from you. Thanking you in advance.

Wayne DeFontes  
Ocean City, Maryland

*(Editor's note: See the "Resources" section of Pizza Today for consultant listings, as well as a variety of sources for other services and products.)*



## Proud Pizza Person

I have worked for Simple Simon's Pizza since my sixteenth birthday in 1987. It seems that the restaurant doesn't get enough publicity. I wanted to thank you and say I appreciate the article printed in the "Pizza Pacesetter" section of the January '91 issue of Pizza Today. It's nice of Pizza Today to inform people of the different pizza restaurants in the U.S. that don't always get their fair share of recognition.

I just wanted to note that the Broken Arrow Simple Simon's in Oklahoma is the best store in the chain. The new and improved owners, Ken and Jeanne Wag-

oner, have won my praise as the best Simple Simon's operators. They have brought up sales tremendously with their experience and wonderful personalities. They and their employees ensure that every customer walks out the door satisfied and with no dent in their pocketbook.

Shannon Swender  
A Proud Employee  
Simple Simon's Pizza  
Broken Arrow, Oklahoma

*Pizza Today welcomes comments, questions, critiques and opinions from our readers. Please address all correspondence to: Letters, Pizza Today, P.O. Box 114, Santa Claus IN 47579. In order for your letter to be considered for publication, it must be signed. Please include a daytime telephone number. Pizza Today reserves the right to edit letters for clarity and space considerations.*

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STACKABLE  
'TOPPER'**



**HTH  
WINDOW  
'WING'**



**HTH  
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 <p><b>STACKABLE 'TOPPER'</b></p> <ul style="list-style-type: none"> <li>• Space Saving Storage</li> <li>• Aerodynamic Patented Design</li> </ul>	 <p><b>WINDOW 'WING'</b></p> <ul style="list-style-type: none"> <li>• Large Message Area</li> <li>• Wind Tunnel Design</li> <li>• 350° Visibility</li> </ul>	 <p><b>WINDOW 'BULLET'</b></p> <ul style="list-style-type: none"> <li>• Back Panel Message</li> <li>• 360° Visibility</li> <li>• Attaches in Seconds</li> </ul>	<p><b>NEW!</b></p> <ul style="list-style-type: none"> <li>• Clear Lexan® Window Mount on Wing &amp; Bullet</li> </ul>
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Patent Nos. 2906570, 4087478, 4039975, Others pending

to set in which involves successive, expanded rounds of ever-deepening cuts in operational costs. After the first or second round, the cuts invariably result in a reduction of resources available for the vital activities that are needed to improve sales, productivity, and employee performance—the very keys to long-term prosperity.

However, what's worse than resource cuts is the shift in management focus. With every pending decision, instead of focusing on, "How will this help us grow and develop?" the concern of company leadership becomes "How much will this cost?" When cost focus supercedes development focus, it means that—despite rhetoric to the contrary—the company leadership has lost the insight and commitment needed to expand and strengthen the company's developmental foundation. They have forgotten (or failed to discover) a basic cause-effect relationship: If today's market share and profitability is based on aggressive cost-cutting and ever-tightening controls, the company is on the road to demise. In short, if a company is not surpassing its competition today in terms of developing customers and customer satisfaction, productivity, and employee performance, there's little they can do tomorrow—not even major cost-cutting—to regain that lost ground.

In conclusion, it's not good enough to simply focus on the numbers. Instead, a company must focus on the right numbers, and focus on how those numbers are obtained. Because "good numbers" in the short run may well create "bad numbers" over the long haul. >

John Correll has an MBA degree in restaurant management, and over 30 years experience as an entrepreneur, vice president of development for a major pizza chain, author, manager, educator, consul-



tant, and training director. As president of John Correll Consulting, he provides full-service consulting and also Training Videos and Dial-A-Consultant services. For information, see the "Consultants" listing in this issue's "Resources" section.



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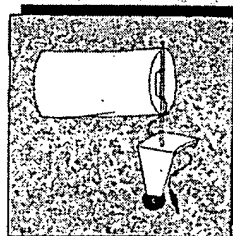
TempoTech Mfg. Corp., Houston, TX. FAX: (713) 225-0433 Reader Service No. 73

# FREE STUFF

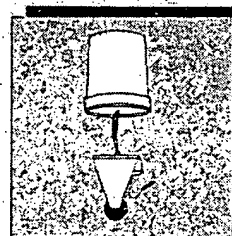
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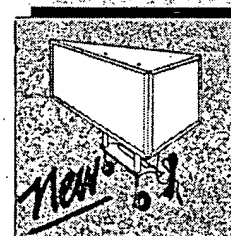
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and the time you pass it.

### Respect Weather Conditions

On wet or icy roads and during bad weather, drive with exceeding caution by doing the following:

- Accelerate more slowly than usual.
- Drive slowly.
- Take corners more slowly.
- Stop sooner.
- Leave more distance between you and the car ahead.
- Stay alert for other motorists who might make a mistake.

### More Good Rules To Follow

- Try to avoid sudden stops; communicate to following drivers by tapping your brakes.
- To reduce condensation, apply de-fogger or liquid dish soap to the inside glass.
- Come to gradual stops rather than fast stops whenever possible.
- Look behind the car before backing out into the street. Try to park where you won't have to back out. If you must, watch where you are backing and do it slowly.
- Check for traffic, including bicycles, before opening the car door.

### Promote Calmness

To remain calm and safe, play slow, relaxing music on the radio, not hard rock. It's amazing what impact music can have on your state of mind. Hard, fast music promotes hard, fast driving. Give yourself a break—play slower, relaxing music. And keep the volume low so you can hear a honking horn or yelling pedestrian.

### Know Where And How

Know exactly where you're going and how to get there before you leave the store. Many accidents occur when a driver is searching for a street or address. Having an accurate map in both the store and in the car helps immensely.

Finally, do yourself and loved ones a favor—wear the seat belt. ➤

*John Correll has an MBA degree in restaurant management and over 30 years experience as an entrepreneur, vice president of development for a major pizza chain, author, manager, educator, consultant, and training director. As president of John Correll Consulting, he provides fullservice consulting and also Dial-A-Consultant services. For information, see the "Consultants" listing in this issue's "Resources" section.*

# Lighted Delivery Signs



## WINDOW WING

- Large Message Area
- Wind Tunnel Design
- 350° Visibility

## WINDOW BULLET

- Back Panel Message
- 360° Visibility
- Attaches in Seconds

## NEW! TRUCK BULLET & WING

- Fits All PICK-UP Trucks
- Removable Nightly
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- Rides Smoothly At All Legal Speeds

## STACKABLE TOPPER

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- Aerodynamic Patented Design

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- Plastic Mugs
- Squeeze Bottles
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- Buttons & Balloons
- Pens, Pencil & Key Chains

## Magnets

- Drivers Give to Customers
- Attach to Door Hangers
- Hand Out In Store
- Attach to Menu

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**DIRECTOR OF OPERATIONS**-Midwest based start-up pizza chain seeks Director of Restaurant Operations. Excellent Ground Floor Opportunity. Compensation includes stock ownership. Send resume to Pizza Today, P. O. Box 1347, New Albany, IN 47151, Attn. Classified Dept.

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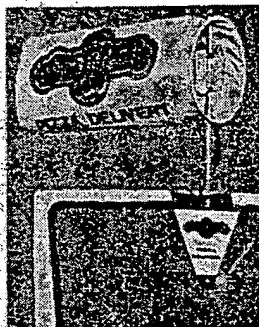


2420 E. Oakton St.  
Arlington Heights, IL 60005

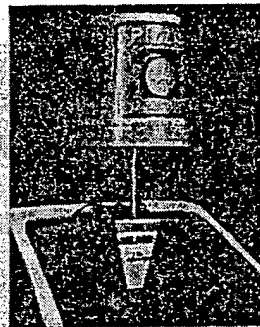
## SIGNS



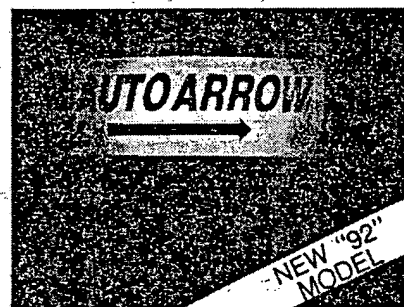
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5,000 Pieces \$99<sup>99</sup>  
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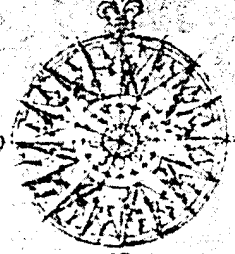
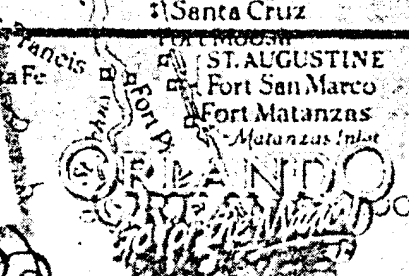
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# Pizza Today

The Monthly Professional Guide To Pizza Profits



**Pizza Expo '93**

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Cook it first or buy it precooked. If you plan to cook it yourself, the easiest and fastest way is to deep-fry it, if you have a fryer. No fryer? Then saute it. If you have no heat other than that of the oven you're baking pizzas in, here is what you do. Rig up a cook-and-drip pan. For example, place a pizza screen on a flat pizza pan or a sheet pan so that it is slightly elevated. Lay the strips of bacon on the screen and run it through the oven until it is crisp. The fat will run off into the drip pan, so the bacon isn't cooking in its own grease (it doesn't shrivel up as much this way). Considering the time, effort and labor costs involved in processing your own bacon, it is often much better to buy precooked bacon from a reliable supplier. Like the ham, bacon should not be in bits; rather in large enough pieces to ensure that the customer knows what it is and can taste what it is (the less eating surface on food, the less taste satisfaction) and that it looks good on the pizza.

One of the most interesting toppings of late (some things I just point out, I don't necessarily have to like them), first introduced by the California Pizza Kitchen chain, is a BLT pizza—bacon, lettuce and tomato.

On the subject of prosciutto, some things to consider: domestic prosciutto can be very salty, so before you run out and buy a lot of it, sample some different brands to evaluate the salt factor. And the salt factor is there, not only in its natural state, but after being exposed to the heat of the oven as well. In fact, high oven temperatures can intensify the saltiness of inferior prosciutto. In this writer's opinion, the preferred prosciutto for pizza is prosciutto di Parma or imported prosciutto. It is, however, very expensive, and its delicate and delicious flavor is really destroyed by excessive and prolonged heat. The best way to work with prosciutto—imported or domestic—as a topping is to cut it almost paper-thin and put it on the pizza AFTER it comes out of the oven. If your operation is one that deals with New Wave pizza toppings, consider using thinly sliced waves of prosciutto with pineapple chunks or with figs that have been coarsely chopped. In either case I would use a cheese such as Asiago or Fontina


(Continued on page 16)

# Lighted Delivery Signs



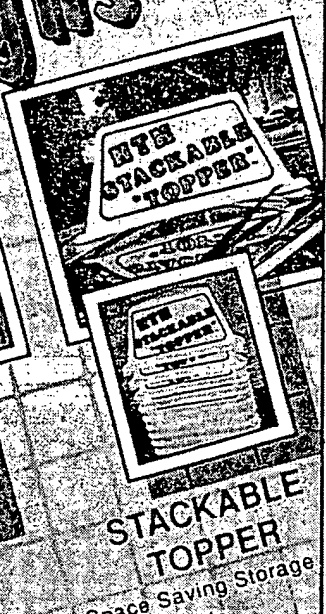
**WINDOW WING**

- Large Message Area
- Wind Tunnel Design
- 350° Visibility



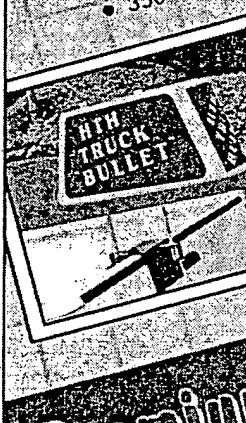
**WINDOW BULLET**

- Back Panel Message
- 360° Visibility
- Attaches in Seconds



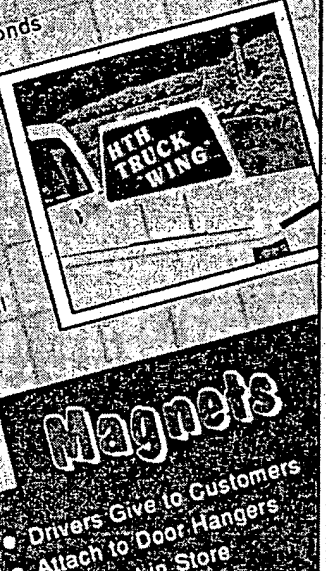
**STACKABLE TOPPER**

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- Aerodynamic Patented Design



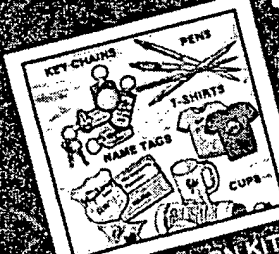
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- Plastic Mugs
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 Action Facts # 97  
 Patent Nos. 4657428, D290620. Other Pending

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 1 color, 1" x 2"



As usual, Italy abounds with regional preferences. The fillings are often what one would find on a flat circle of pizza dough. This is one of the things that makes them an economical addition to a menu designed around pizza—they can make use of a great many of the same ingredients. Anything that goes onto a pizza can be stuffed into a calzone.

Calzone dough is the same as that used for pizza, although there are variations, such as adding eggs or herbs, but regular pizza dough serves nicely. Calzones can be made in four inch cocktail-sized circles or comfortable handful from an eight-inch circle. Dough is rolled about 1/4 inch thick and circles cut. Filling is heaped toward one side of the dough circles. The dough is then folded in half over the filling. An eight-inch circle should contain about 3/4 to one cup of filling. When the fillings are particularly moist, use extra care in sealing the dough edges completely to prevent leakage by rolling and crimping the edges. The edges may then be brushed with beaten egg, if desired, for further sealing insurance and the tops of the calzones pricked and brushed with oil. Baking time depends somewhat on the filling used, but the range is 15 to 20 minutes on a cornmeal-dusted baking sheet. The pockets should bake in a hot oven until golden brown.

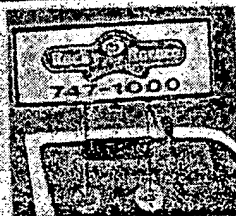
Calzones and panzarotti can be deep-fried, or pan fried in oil 1/2 inch deep, two to three minutes per side, until golden brown. Drain on paper towels and sprinkle with grated Parmesan cheese. Automated equipment for producing calzones is available that can produce up to several hundred filled calzones an hour.

**C**alzones are a natural for any pizza carry-out operation since they can be carried away in a bag or in the consumer's hand. They can be priced in multiples to encourage volume sales. Smaller sizes are attractive to customers with children, since they represent less waste for the hard-earned dollar. Also, calzones may well be, given the age of the child, considerably neater to eat. Since the pockets can easily be reheated by microwave, calzones are convenient not only for the operator, but also for the

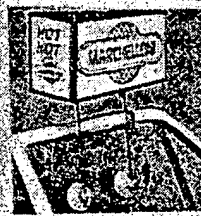
(Continued on page 48)

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Spread crust with Pesto Sauce. Add shrimp, sliced mushrooms, chopped tomato. Sprinkle with shredded mozzarella, and bake.

Action Facts # 13

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THE WORLD'S LARGEST  
PIZZA SHOW  
FEBRUARY 23-26, 1993



# Pizza Today

The Monthly Professional Guide To Pizza Profits

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PIZZA TODAY FEBRUARY 1993 • 29



chicken, artichokes and mushrooms in a creamy onion sauce, several mouth watering fish dishes, including baked salmon steak topped with smoked salmon mousse and a crisp buttery crumb crust, broiled striped bass with a fresh raw to-mato/basil relish and mushroom stuffed squid.

Chef Beeberdick says to think of Geppetto's as only a pizza parlor would be a tragic misconception. To insure the highest standards he orders only the freshest top quality ingredients and insists on very careful preparation.

Cosmano, who has been in the business for 20 years, says he has every book ever written about pizza making and makes it a point to keep current and knowledgeable about the industry.

"I know what I can and cannot do after all these years of trial and error," he said. Then he lets you know that, as a matter of fact, he is definitely the creator of the Geppetto's pizza.

Cosmano assures you that a tremendous amount of preparation goes into making Geppetto's pizza. Three people come in early in the morning to cook fresh peppers and prepare dough and sauce for the nighttime rush on the weekends. Geppetto's uses three Wisconsin cheeses and seven properly dried spices but keeps some touches private.

Geppetto's pizza was among 205 original nominees in the Pizza Hunt according to newspaper reports. Here is what the judge had to say about Geppetto's entry:

"The big difference between top stuffed pizzas and also-rans concerns the top crust; most stuffed pizzas that fail do so because their upper crusts are undercooked or almost raw (a lot of pizza-eaters miss this flaw, mistaking the raw dough for cheese). The winner did the best job with their crust."

Cosmano said, "We are constantly experimenting with our pizza because for the race of quality there is no finish line." Geppetto's, normally open for daily lunch and dinner, does a strong carry-out business in addition to table service. Since day one the restaurant has been on one of the community's main business streets. The restaurant features a popular salad bar which has two soups daily. ♡

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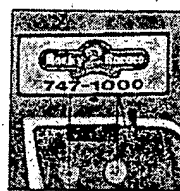
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Action Facts # 13

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